<u>Claims Listing:</u>

1.-3. (cancelled)

4. (previously presented) A method for managing and distributing marketing content that is useful for sales, comprising:

storing a plurality of data components as groups of textual data components in a database, the plurality of data components including information relating to a company's products, services and customers, wherein at least a portion of the textual data components are configured to be stored for reassembly at a later date;

assigning a subset of the plurality of users to a content review group ("CRG");

reassembling the textual data components into web-pages that train and coach a sales representative on how to have a communication with prospects and customers;

notifying each user in the CRG to provide input regarding individual data components of a group of data components to validate that the content is relevant to end user requirements and is up-to date; and

providing at least one of the data components to be stored in a central database based upon a determination made by the CRG, the data components providing real time sales messages to sales representatives that concurrently align customer requirements with a product and solution offered by the sales representative that is displayed as a visual data interface or provided as a sales or marketing document.

5. (previously presented) The method of claim 4, wherein the information includes information selected from a company's products and services, combinations of a company's products and services that define customer solutions, customer business needs, how a company's products and services meet customer business needs, a company's competitors' information, customer successes relative to use of a company's products and services, customer use of a company's products and services to meet business needs, and market segmentation.

6. (previously presented) The method of claim 4, wherein the data components are arranged in a data structure that is configured to provide information used to link a company's product and service positioning information with customer buying needs.

2

7. (previously presented) The method of claim 6, wherein the data components in the database are configured to provide combinations of different data components, wherein the combinations of different data components are displayable in document formats suitable for use in commerce.

8. (previously presented) The method of claim 4, wherein a structure of the data components in the database is configured to provide logic that permits reassembly of the data components into the at least one of visual data interfaces and business documents.

9. (previously presented) The method of claim 8, wherein the data components are stored in the database and configured to permit reassembly of different data components to match buying needs to business solutions (products, services and combinations thereof).

10.-17. (cancelled)

3